

# The Coronation, & Celebration!

The Coronation of the Emperor of  
San Francisco 1979





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**San Francisco's  
Ultimate Masquerade**

**Saturday 27 October  
Civic Auditorium  
8pm til Midnight  
Doors open at 7pm**

**San Francisco Tavern Guild Presents  
Michelle, MC  
Jon Sims, directing  
A Musical Extravaganza  
featuring the  
San Francisco Gay Men's Chorus  
and the  
San Francisco Gay Freedom Day  
Marching Band and Twirling Corps**

**\$5000 in Prizes for  
Singles, Couples and Groups  
in Theme Competition  
General Admission, upper level, \$5  
Main Floor, reserved, \$10, 15, 20, 25  
Tickets available at Tavern Guild Bars  
and all BASS ticket outlets  
BASS charge by phone: 835-4342**

## **1979 BEAUX ARTS BALL**

**Only in  
San Francisco**

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**PAST PRESENT FUTURE**

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Design by Our Town



# Proclamation

WHEREAS, September 15, 1979, marks the 120th Anniversary of a Proclamation issued by one Joshua Norton; and

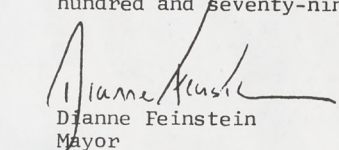
WHEREAS, Said Proclamation installed Joshua Norton as Emperor of these United States and Protector of Mexico, thus creating an historical event of color and pageantry to be shared and remembered through many generations; and

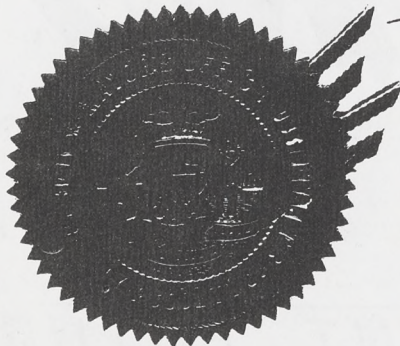
WHEREAS, The Council of Emperors of San Francisco, has, for the past seven years, diligently pursued an effort to restore the elaborate pageantry and tradition of the celebrated Emperor Norton; and

WHEREAS, The Council of Emperors of San Francisco has declared September 15, 1979, as the date of the Coronation of the Eighth Emperor of San Francisco "After Norton";

NOW, THEREFORE, BE IT RESOLVED, that, in fond memory of Emperor Joshua Norton, the week of September 9 through September 15, 1979, is hereby proclaimed to be "EMPEROR CORONATION WEEK" in the City and County of San Francisco.

IN WITNESS WHEREOF, I have  
hereunto set my hand and  
caused the Seal of the  
City and County of San  
Francisco to be affixed  
this seventh day of  
September, nineteen  
hundred and seventy-nine

  
Dianne Feinstein  
Mayor





# GROCERY SHOPPING IS NOT FUN

**Recession Dinners at The Galleon are!**

*And Delicious Too.*

DUE TO THE TREMENDOUS RESPONSE TO OUR 'RECESSION DINNERS' ON MONDAYS AND TUESDAYS, WE ARE PLEASED TO ANNOUNCE THAT WE ARE NOW ALSO SERVING OUR 'RECESSION DINNERS' ON WEDNESDAYS, THURSDAYS AND SUNDAYS! TELL YOUR FRIENDS. BETTER STILL, BRING THEM IN. LEAVE THE GROCERY SHOPPING FOR OTHERS.

Our Regular Menu Will Be Available for Your Selection.



H.I.M. BOB ROSS, DO  
AND THE COUN  
PR  
CORON  
THE LAST WALTZ  
SATURDAY, S  
JAPAN CENTER  
(CORNER POST)

DOORS OPEN 7:00PM

NOT RESPONSIBLE FOR ARTICLES LOST. ST  
YOU M

## WEDNESDAY FISH AND CHIPS

Deep fried breaded fish, served with coleslaw, silver dollar fries, tartar sauce and lemon wedge.

**\$2.95**

## THURSDAY CHICKEN FRIED STEAK

Traditional Country prepared chicken fried steak, served with mashed potatoes, cream gravy, peas, tossed salad and home-made biscuits. **\$2.85**

## SUNDAY LASAGNA

A generous Galleon portion of homemade Lasagna with garlic toast, sliced tomato, cheddar cheese and salad. **\$2.85**

**AND DON'T FORGET MONDAYS AND TUESDAYS**

## MONDAY

Southern Fried Chicken **\$2.95**

## TUESDAY

Chili, Red Beans & Rice **\$2.75**



**718 14th Street San Francisco,**

(at Church and Market)

Telephone (415) 431-0253

Reservations Suggested

- BAR OPEN 10:00 A.M. DAILY
- DINNERS 5:00 P.M. UNTIL 11:00 P.M.
- BRUNCH SATURDAY 10:00 A.M. UNTIL 4:00 P.M.
- BRUNCH SUNDAY AND HOLIDAYS 10:00 A.M. UNTIL 6:00 P.M.
- COCKTAIL HOUR MONDAY THRU FRIDAY 4:00 P.M. UNTIL 7:00 P.M.





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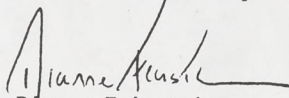
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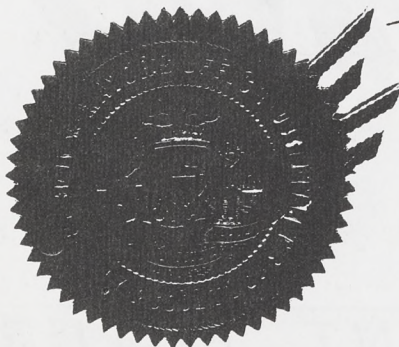
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h.i.m. Rainier "5"

Larry

h.i.m. Olympia "8"

Cleve

PRESENTS

"Beyond the Rainbow"  
a Spectrum  
of Fantasies



SEATTLE CORONATION  
FEBRUARY 1980

Our thanks to Bob,  
and our best wishes  
to the new Emperor.

*Remy*  
&  
**RICKETTS**

MR. CIRCUS-CIRCUS



# *Gordon's* *Food,* *glorious food!*

CONTINENTAL FOOD  
MODERATELY PRICED  
LAID BACK, EASY ROOM  
BAR — FROM 5 P.M.  
DINING ROOM — FROM 6 P.M.

ENJOY IT BEFORE . . .

BEFORE JOINING FRIENDS IN OUR LOUNGE  
BEFORE THE THEATRE  
BEFORE DISCO DANCING  
BEFORE BAR HOPPING  
BEFORE TOMORROW'S STRESS  
BEFORE TURNING OUT THE LIGHT

*Entertainment Nightly*

No Cover — No Minimum



118 JONES

771-7575

FREE PARKING - METRO LOT ACROSS STREET



**Congratulations!**  
**You have your best.**

**Now lets have ours**  
**in District 5**

**Kevin WADSWORTH 5**

Wadsworth Campaign Committee  
 3902 18th Street San Francisco 94114 415/ 621-6211, 285-1487



*New Bell Saloon*



**ATTITUDE ADJUSTMENT**

**HOURS: 5 PM 7 PM**

**75¢ COCKTAILS**

**ENTERTAINMENT**

*David Kelsey*



**HAPPY  
HOUR**

**HOURS: 5<sup>P</sup>~7<sup>P</sup><sub>M</sub>**

**Entertainment:**

**RED EYE**

*Western  
Bands*

*"Full Speed Ahead"*

**FRI. 9:30 PM - 1:30 AM**

**SAT. 9:30 PM - 1:30 AM**

**SALOON**

*"Western  
Electric  
Band"*

*Sun. 6 PM - 10 PM*

**OPEN DAILY 6 am**



WE HAVE MADE  
“TOGETHERNESS”  
WORK

Thank you, Bob  
Ginger



## LENNY MOLLET



If elected Emperor of San Francisco, one of my most important projects will be to put the following into operation.

At no other time in history has the homosexual been in a more favorable position to become accepted by the dominant culture as a constructive part of society. At the same time, old dangers threaten to block this emergence. These are rooted in primitive and superstitious prejudices that unscrupulous persons use to pit one segment of society against another in their quest for power and profit. Nevertheless, the opportunity to make rapid gains is within our grasp.

Our strength is augmented by the fact that gays include literally all levels and segments of society. We feel a tacit unity, largely inspired by persecution, linking our individual strivings for a happy life.

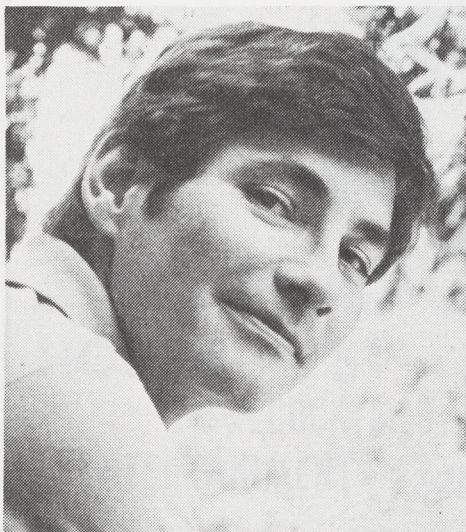
Every year large sums of money and property are bequeathed by gay people to the government by default, or to relatives who are often hostile to the gay life-style, or who reject and speak out against those who dare to love one another.

We believe an alternative should be available to give each of us the opportunity to do something positive to improve the well being of the gay community even after departing this life.

A fund to aid gay services, that would be permanent and that would grow stronger year by year, could provide such an alternative. In the long term, the Fund could serve to protect and enhance the rights of all gay people to enjoy an equal partnership in shaping the social order.

We recognize that gays want to provide for those they love, and to use their assets as please themselves while they are alive. After these desires are met, the Fund could become a depository to receive the remaining assets of an estate that would, otherwise, be drained from the gay community, and likely fall into unfriendly or oppressive hands.

The prospectus for this Fund describes some desirable elements that hopefully can serve to get serious organizing started. This effort is an undertaking for idealists who will be shaping a powerful instrument to be used for generations to come, and this realization will be its own reward. While our purpose is serious, we need to preserve our sense of humor even when wisdom and honesty are guiding us. So it may be appropriate that the name of the Fund reflect a light-hearted whimsey!



## TOMMY WHITE



## BILLY LOWENTHAL



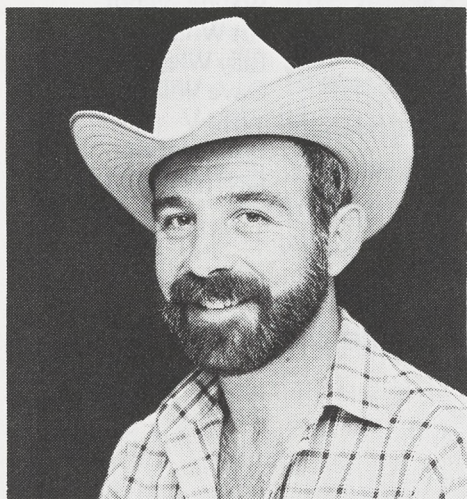
Bill "Billy" Lowenthal first came to San Francisco when he was in the Air Force. He decided to remain in the city after his tour of duty was over. That was twenty years ago.

He has lived and worked in all different areas — North and South of Market, and East and West of Castro.

He has been on numerous Imperial Courts, has served as Cabinet Member, and has worked for and helped many title holders.

He is currently self-employed in the remodeling and construction business, which involves many of our food and beverage businesses. He has been self-employed since he left the Air Force.

He has been a proven leader for many organizations with new and exciting ideas which he put to use for the good of the Gay Community.



## CHUCK DEMMON

On behalf of the Committee and Friends to elect Chuck Demmon Emperor of San Francisco, I am pleased to take this opportunity to welcome you to "The Last Waltz, Vienna — 1875-1900." We trust that you will have a pleasant evening.

It is Our wish to serve you as Emperor of San Francisco during the coming Reign as a catalyst of the community instrumental in social and charitable activities designed to inspire gay pride throughout Our City and throughout Our Nation.

The Chuck Demmon campaign has had the good fortune of being blessed with a dynamic team of supporters who represent virtually every segment of San Francisco. This team is now prepared to advance on the trail so diligently blazed by the seven previous Monarchs who have served the Office of Emperor of San Francisco.

Having been actively involved in San Francisco community service during the past fifteen years, it is my feeling that I am adequately qualified to lead Our team forward with the love, warmth and dignity that every Kingdom on Earth recognizes as the attributes and way of life of the City and Empire We love.

Thank you for your confidence and for your strength. I love you!



## IMPERIAL CABINET

Gardner Pond, Imperial Prime Minister #1  
Tony Perry, Imperial Scribe

Tommy Brown  
Bob Charrot  
Vince Cozzitorti

Tony DiSette  
Harry Emmons  
Richard Enloe

Robert Golovich  
Scott Hix  
Dick Rubin

Joe Urban  
Bill Taylor  
Fred Townson

## DOUBLE EAGLE COURT

John Adinolfi  
Ken Allison  
Doug Anderson  
Jack Antonucci  
George Banda  
June Banda  
Doyle Barfield  
Bill Beck  
Bella  
Gladys Bennett  
Frank Benoit  
Paul Bernstein  
Brett Bentley  
Roberta Bobba  
Jim Bonko  
Jim Brandt  
Chuck Brigance  
Paul Brotherton  
Dick Bumpus  
Lita Byrd  
Luis Cabrera  
Bob Calhoun  
Mark Calhoun  
Rich Carle  
Larry Casas  
Daniel Castaneda  
Don Cavallo  
Bill Chapman  
Michael Childers  
Derek Cino  
Kimo Cochran  
Charlotte Coleman  
George Collins  
Ken Cook  
Joe Coppinger  
J. C. Corbett  
Bob Cramer  
Cristal  
Mary Ellen Cunha  
J. C. Cunningham  
Daisy  
Dale  
Anne Daley  
John Darter  
Dee Dee Love  
Joe DeMello  
Chuck Demmon  
Peter Dido  
Bob Dockendorff  
Hydie Doonard  
Gene Earl  
Larry Earl  
Richard Elmon  
Ed Emond  
Edwina  
Baron Horst Eichner

Dick Eldridge  
Chuck Enfinger  
Larry Eppinette  
Faye  
Alan Ferguson  
Flame  
Bill Fogleman  
Peg Forester  
Gene Forrest  
Lou Franzen  
Chris Freedom  
Wayne Friday  
Frank Garabito  
Don Geist  
Mike Gerry  
Adrian Giezen  
Daryl Glied  
Jack Goodall  
Chris Granger  
Greta Grass  
Roger Hall  
Hans and Dick  
Roy Harnetieux  
Hector  
Larry Howell  
Boo Hubley  
Stark Humphries  
John Iacometti  
Jim and Russ  
Gordon Jones  
Jonni  
George Kelly  
John Kissinger  
Noel Knight  
Paul Koeppel  
Bob Johnson  
Anne Kronenberg  
La Kish  
Larry  
Dorothy Langston  
Chuck Largent  
Chuck Larson  
Todd Lawson  
Ginny Lee  
Leona  
Natalie Lewis  
Robert Lewis  
Allan Lloyd  
Lorelei  
Darryl Lotter  
Gary Loughner  
Carol Lynn  
Phyl Lyon  
Phyllis Manning  
Marcus  
Del Martin

Mavis  
Gary McDonald  
Keith McClain  
Pat McGonigle  
Melvina  
Mysten Ann Mintz  
Lenny Mollet  
Jane Murphy  
Naomi Murdach  
Herman Nieve  
Bessie Noonan  
Dixon Olivieri  
Jim Ostlund  
Dick Pabich  
Bob Page  
Daryl Palmer  
Bob Patterson  
Mama Peck  
John Polloza  
Poo Bear  
Ron Pratt  
Jerry Prewitt  
Jack Purcell  
Monte Reddick  
Art Rico  
Roger Rodriguez  
Don Rogers  
Joe Roland  
Ronetta Fats  
Dan Roth  
Wally Rutherford  
Grey Ryder  
Steve Salfen  
George Sanders  
Cliff Santos  
Blossum Sealey  
Walter Seitz  
Shawna  
Shirley III  
Bob Shore  
Carol Ruth Silver  
John Sinclair  
Henry Soares  
Roy Socal  
Bob Solewski  
Art Soper  
Mel Square  
Jim Stevens  
Art Styles  
Susie  
Sweet Lips  
Sweet William  
Mark Swinehart  
Peter Switzer  
Tacky Tacky Ruth  
Carl Tebell

Dick Templeton  
Tenderloin Tessie  
Mike Thistle  
Dino Thomas  
Rich Thompson  
Ron Thompson  
Tracee Dunn  
Teddy Tripp  
Robert Trollope  
Bruce Trondsen  
Dan Turner  
Tom Turner  
Doug Twist  
John Tyler  
Don VanEmmons  
Henry Von Dieckoff  
VooDoo  
John Voyles  
Tom Waddell  
Stan Walker  
Paul Walliker  
Gene Ward  
Hank Welsh  
Wayne Wendt  
Art White  
Billy Wiegardt  
Dave Williams  
Willis V  
Fred Woods  
Carl Youngert



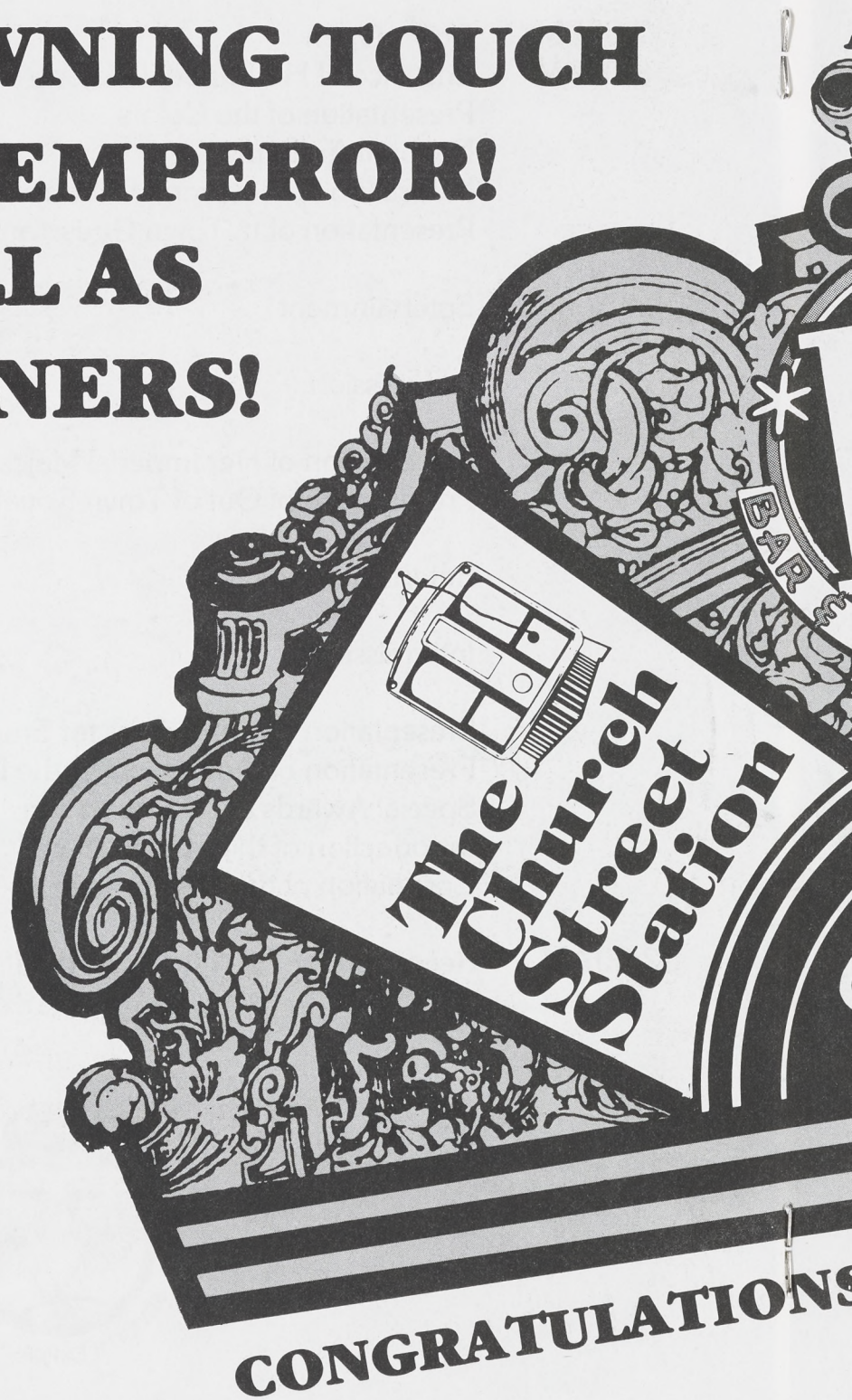
# PROGRAM

- 7:00PM Doors Open
- 8:00PM Entrance of His Imperial Majesty The Emperor of San Francisco, Bob Ross  
Presentation of the Colors  
National Anthems  
Invocation by Reverend William Tye  
Presentation of In Town Guests and Courts
- Entertainment
- Intermission
- Presentation of Her Imperial Majesty Ginger, Empress de San Francisco  
Presentation of Out of Town Royalty
- Entertainment
- Intermission
- Presentation of Candidates for Emperor  
Presentation of the Cabinet of the Double Eagle Court  
Special Awards and Presentations  
Introduction of the Imperial Family of San Francisco  
Coronation of the New Emperor
- 12:00AM Reception for the New Emperor at The Rafters





**THE DELICIOUS  
CROWNING TOUCH  
FOR AN EMPEROR!  
AS WELL AS  
COMMONERS!**







**IONS TO THE NEW RULER OF OUR LAND!**



# B.A.R.

BAY AREA REPORTER

## NOW IN ITS 10TH YEAR

B.A.R. (Bay Area Reporter)—A well-written, intelligently produced guide to the gay community, featuring news listings, great ads and odd columns. . .

New West Magazine  
1978

B.A.R. GIVES GOOD. . .

GRAPHICS!

**GAY GRAPHICS AND  
TYPESETTING**

A supplement of  
Bay Area Reporter  
A service for the community  
and the media



**SUPER DISCO**

**7 Nights Weekly**

**9 TIL 2AM**

**THE  
NEW**

**OIL CAN  
HARRY'S**



**709 Larkin (at Ellis)**

**928-9660**



# Congratulations, Bob, on a job well done.

Harry Britt



Mark Calhoun's  
**STARLIGHT ROOM**

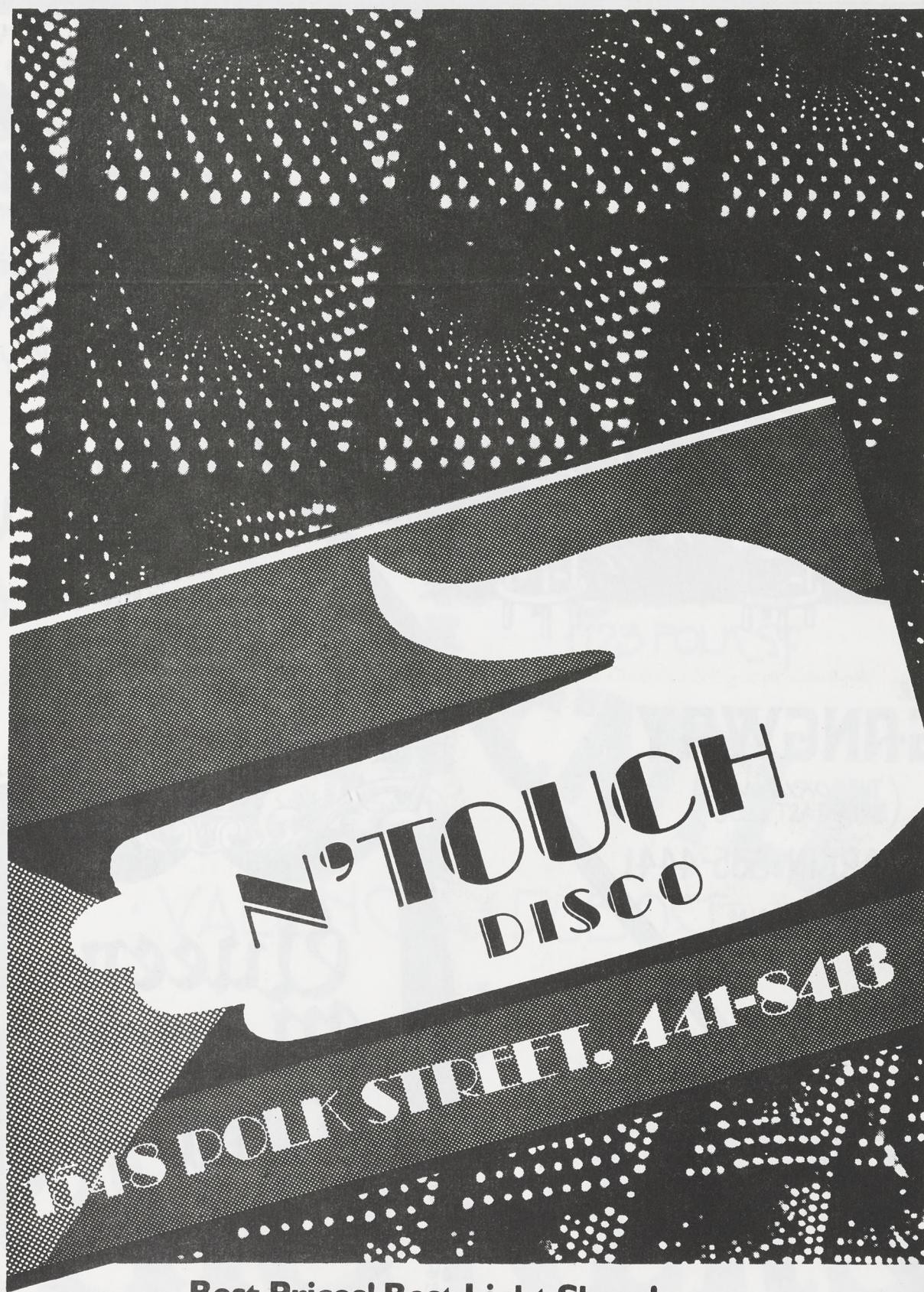
**"NIGHT-TIME THRILLS"**  
BEGIN AT 10AM  
DAILY

1121 MARKET (between 7th & 8th) Phone: VODKA-33

Congratulations  
Bob...  
and best wishes to our  
new emperor.

HIH Rich Carle  
Baron of the Golden Gate...  
and Ms. Gate





**Best Prices! Best Light Show!**



# We're up with the Chickens

JOIN US EVERY MORNING FOR

**FUN &  
PRIZES**

STARTING AT

**6AM.**



We're one year  
old  
and going strong!

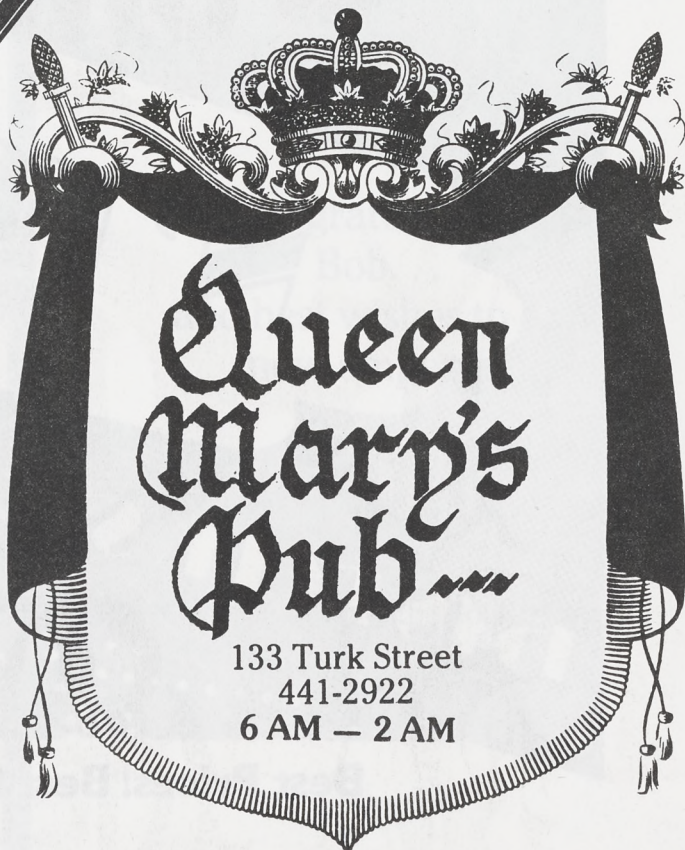
the

**GANGWAY**

(THE ORIGINAL  
BREAKFAST CLUB)

841 LARKIN • 885-4441

6 A.M. to 2 A.M.



133 Turk Street  
441-2922  
6 AM — 2 AM





154-9th  
SALOON  
1723 POLK ST.

THE  
RAINBOW CATTLE CO.  
• VALENCIA & DUBOCE •

and

PARTNERS

at Post & Larkin

BORCHARD 78



# KING'S COURT

CUSTOM BARBERS

150 POWELL STREET  
ROOM 301 GA 1-3051  
SAN FRANCISCO

## SPECIAL THANKS & CREDITS

MASTERS OF CEREMONIES: Their Most Imperial Majesties Marcus, Bob Cramer, and Hector

STAGE MANAGER: Dick Nelson

TECHNICAL DIRECTOR & SOUND: Bruce Trondsen

SETS: Fred Townson, Rick Thompson, Shirley, Scott Hix, and others

SCRIPT & PROTOCOL: Bob Shore

GRAPHICS: Scott Hix

ENTERTAINMENT: Gary & Gloria Poole and Co.

FLOWERS: Urban Country

USHERS: Barbary Coasters, Constantines, and G.D.I.'s

TICKETS: Dick Bumpus and The Record House

HOUSE MANAGER: Naomi Murdach

SPECIAL THANKS: Pat McGonigle, Tony Perry, Scott Hix, Jack Nelson, Gardner Pond, Harry Emmons, Ed Emond, Jim Ostlund, and a Very Special Thanks to Our Advertisers

To Our  
most esteemed  
Stepfather

His Imperial Majesty

Emperor of San Francisco

Bob Ross. . .

Thank You!

Your Imperial Majesty's  
Stepson  
His Imperial Highness  
First Baron de San Francisco  
Horst



Featuring the unique song stylings of  
Ms. Sandra Abbott - Wed — Sat 9:30-1:30  
Mr. David Haggerty - Sun — Tues 9:30-12:30

We wish you all the very best

688 Geary at Leavenworth 673-5994



**THE RUN OF THE MILL GANG  
IS BACK**

**BOB · PETER · METZ · HARRY · BILL**

**SUTTER'S MILL  
· A SALOON ·**

**JIM  
GEORGE  
TIM  
JOE  
CHUCK**

**MICHAEL  
MAUREEN  
PATRICK  
DARRYLL**

**ROY  
POOH  
KENT  
REGGIE**

**KITTY  
JOHN  
TRIQUE  
CHRIS**

**30 KEARNY STREET \* SAN FRANCISCO, CA.**

**397-0121**



# FICKLE FOX 842 VALENCIA

Reservations Suggested  
826-3373



Meet our new Emperor  
tonight at midnight  
at...



San Francisco  
1035 Post St. ~ 40 Cedar St.  
442-4600

4052 18th Street  
(Just off Castro Street)  
San Francisco

Phone:  
863-4777

Open  
11a.m.  
to 4a.m.  
7 Days  
A  
Week

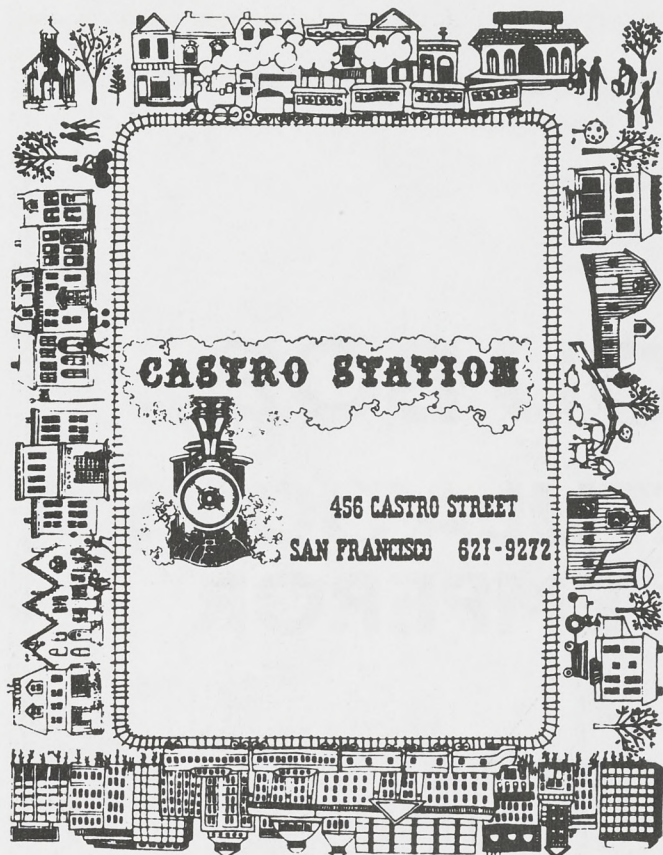
Your  
Fantasy...

Your Pleasure!

Still  
The  
Hottest!

THE  
JAGUAR  
Adult Bookstore and Private Membership Club





**CONGRATULATIONS  
TO THE NEW  
EMPEROR**

**CASTRO STATION**

**BULLDOG**  
**is coming...**

**the largest  
bath in  
the world**  
**(415) 775-5511**

**TRUCKERS WELCOME**



# **THANK YOU BOB, AND CONGRATULATIONS TO THE NEW EMPEROR**

Before the theatre, perhaps. . .

Dinner 5:30 PM — 11:00 PM

or

Sunday Brunch 10:30 AM — 3:30 PM

and after the show

Friday and Saturday. . .

Late Supper 11:15 PM — 1:15 AM

Frank Banks at the Piano Bar

Wednesday thru Sunday

**g's**

A Restaurant that  
strives to please  
1416 Powell, San Francisco  
(415) 771-9800







